February 26, 1996

Mr. Jose Marban
Executive Director
Kiwanis of Little Havana
1312 S.W. 27th Avenue
Miami, FL 33145

Dear Jose:

Promoters and local community organizations responded overwhelmingly throughout much of last season to threats from the Clinton Administration and the Food and Drug Administration (FDA) to restrict tobacco product sponsorship of sports and entertainment events.

Unfortunately, the threat continues. Sometime this year, the FDA will issue its final rules on a variety of issues affecting the marketing of tobacco products, including community festival sponsorships. Despite the fact that no evidence exists that any of these proposals will impact youth smoking, we suspect that the FDA will proceed nevertheless.

Although the tobacco industry has filed suit in federal court claiming that the FDA does not regulatory authority over tobacco products, we believe the matter will ultimately have to resolved by the U.S. Congress. For this reason, it is urgent to remind members of Congress that many of their constituents feel very strongly about these issues.

To this end, some of our friends in Congress will be hosting a Sponsorship Recognition Day in Washington, D.C., on April 23. You and members of your organizations will be among those invited to attend and participate. I hope you will arrange your schedule to be there.

You will be asked to arrive the evening of April 22 so that we can discuss sponsorship issues prior to the following day's activities. The goal of Sponsorship Recognition Day is to give sports and entertainment figures an opportunity to help educate members of Congress and the American public about the potential impact of a ban on tobacco-brand sponsorships.

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Source: https://www.industrydocuments.ucsf.edu/docs/nfym0004

Current plans for the Sponsorship Recognition Day include a news conference, individual news media interviews, visits with members of Congress and a reception for sports and entertainment figures and members of Congress.

We expect participation from competitors and sanctioning organizations in community programs, motorsports, rodeo, golf, tennis, bowling, hunting and fishing, as well as some members of the entertainment community.

We will provide more details shortly, but I do hope will go ahead and put the evening of April 22 and all day April 23 of your schedule to be in Washington.

Thank you for your serious consideration of this matter.

Sincerely,

Jose Fontanez
Manager
Marlboro Music

cc: S. Sampson
I. Broeman

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